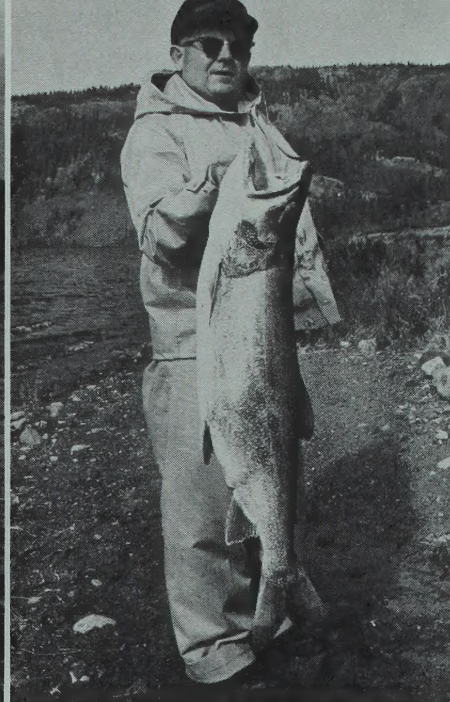
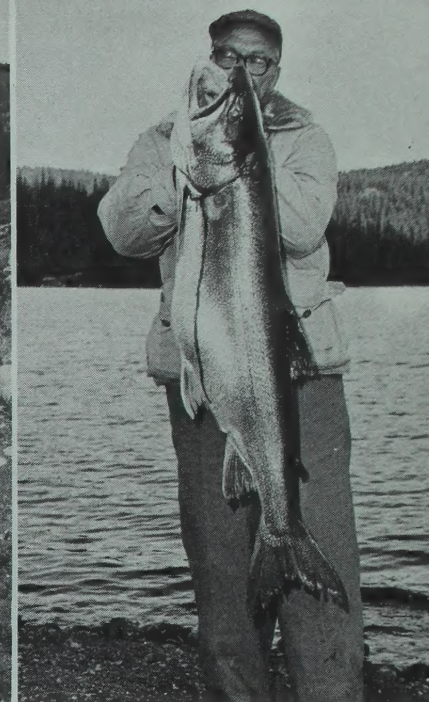


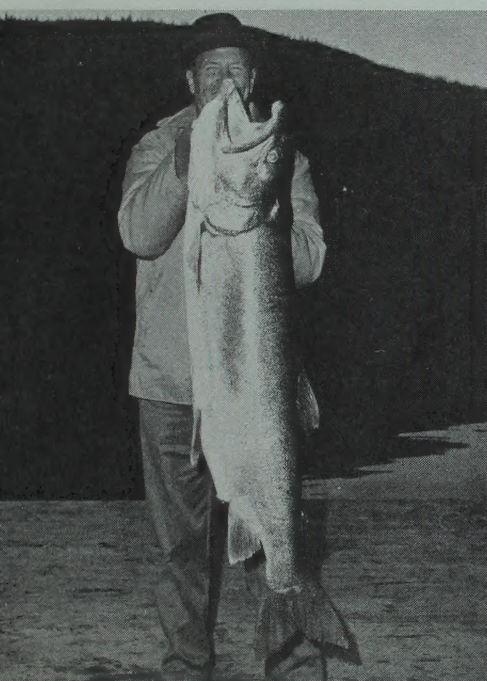
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Dallas, Texas



William Magnuson  
Columbus, Ohio

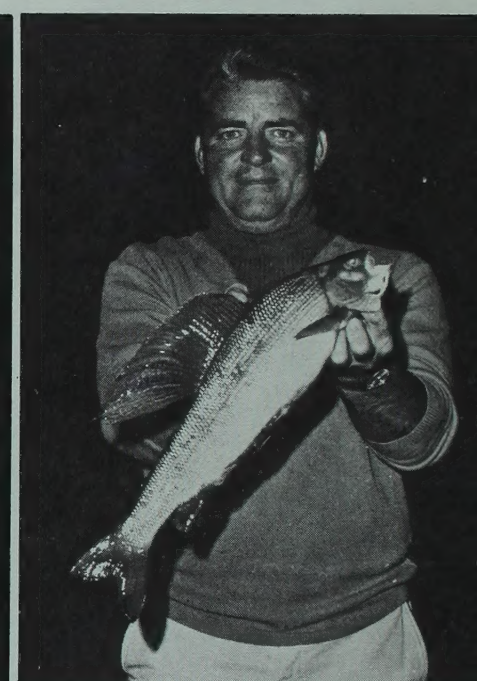


J. R. Walch  
Palos Verdes Ests., California



George Huttenhow  
Denver, Colorado

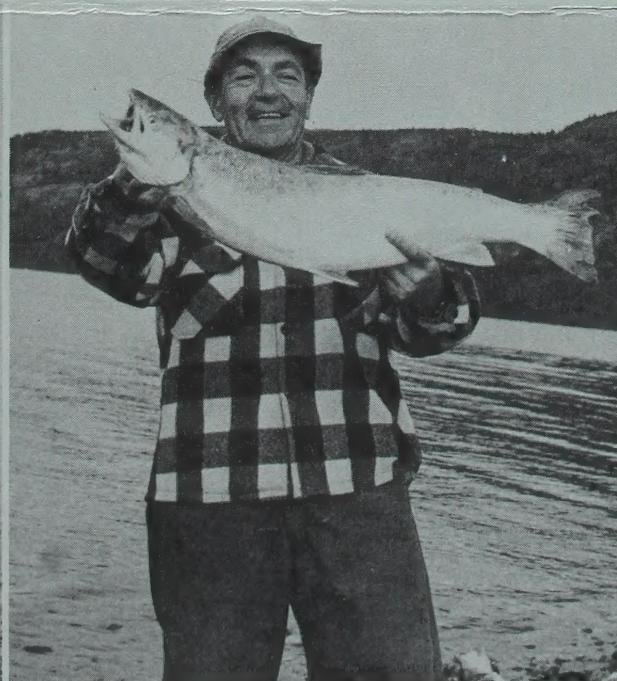
*Branson's Lodge*  
ON CANADA'S  
**GREAT BEAR LAKE**  
PRODUCED  
**TROPHY TROUT**  
**ARCTIC CHAR**  
**GRAYLING**  
IN 1969  
**COMPARE!**



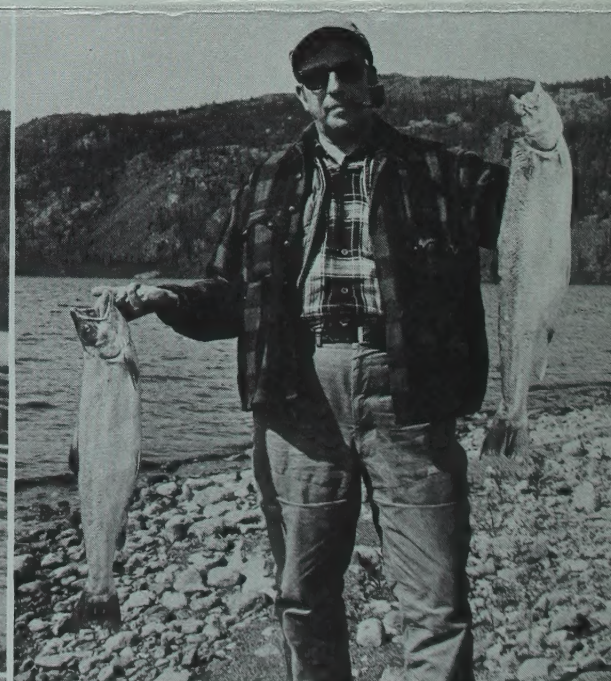
Norman Harrison  
Jacksonville, Florida



Mr. & Mrs. George Carson  
St. Louis, Missouri



Edwin Traisman  
Madison, Wisconsin



N. Hahn  
Omaha, Nebraska

POLAR  
PAM  
5552  
POLARPAM

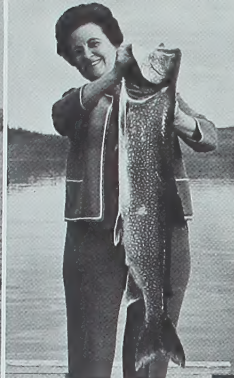




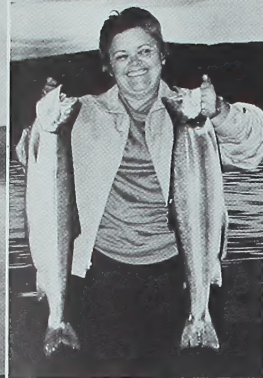
Robert Magnuson  
Columbus, Ohio



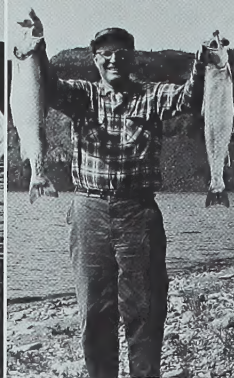
Jeanne Branson  
Parker, Arizona



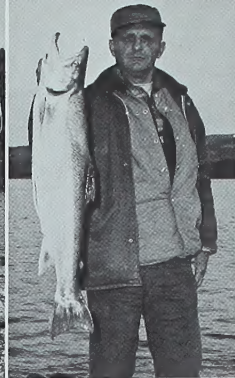
Edith Tatum  
Dallas, Texas



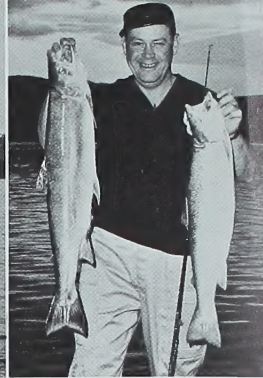
Ida Lou Park  
Duncanville, Texas



Dick Bumstead  
Ontario, California



Mike Martin  
Birmingham, Michigan



Bernard Park  
Duncanville, Texas



Norman Hahn  
Omaha, Nebraska



David Hill  
Denver, Colorado



John Ballentine  
Miami, Florida



Al Ullmann  
Baker, Oregon



Jim Pluss  
Lufkin, Texas

## The LAKE TROUT

The lake trout comes in all sizes. He is most prized when he reaches the heavyweight classification (30 lbs. and up); he has the weight, brawn and endurance to test tackle, skill and patience. The trophy-getter needs an assist from Lady Luck, but on Great Bear Lake, she often smiles most gratuitously.

The majority of lake trout are in the lightweight and middle class. The 8 to 18 pounders are most common, and of course, are most frequently caught. In this classification, he is a puncher, very quick, will make the long speedy runs and if the angler uses light tackle, he is rewarded with some fast active sport.

The lake trout of Great Bear Lake, must not be confused in fighting ability with trout caught in more southernly waters. In these clear, cold waters he fights best with long runs, rather than dogging it on the bottom.

Anytime during the season is a good time to fish for lakereels, in terms of quantity and size.

## The ARCTIC CHAR

He is an elusive character. The best places to take the arctic char are also the most difficult to reach. We have found some areas where we feel the sportsman has the very best chances of taking the char. Most of the time we are successful, sometimes we fail.

We cannot guarantee the success of char fishing. No camp can. If any resort tells you that they can, take them up on it (in writing).

If the weather permits the first three weeks and the last two weeks of the season are usually the best. Sometimes he will strike lure after lure . . . but generally, he is a toughie. The fly fisherman will find the same streamers we have suggested for the Arctic grayling excellent choices . . . larger sizes should be used. The spin fisherman will find the LauLure a top selection in addition to various spoons from two to three inches in length.

The Arctic Char is for those who like a big challenge in their fishing.



Jeanne Branson  
Parker, Arizona

## The GRAYLING

The fish with the big dorsal fin . . . runs somewhere from 2 to 3½-pounds on the average, but it will take a 4 to 5 pounder at our camp to cause any notice. We have a place where grayling hit so fast you'll consider it child's play. Bring the light fly rod, dry flies and wets . . . or your ultra light spinning rod equipped with line testing from 2 to 4-pounds. The sure-fire lure is the No. 2 Mepps spinner. The fly fisherman will find the Mickey Finn and Parmachene Bell streamers, Black Gnat, White Wolf and Honey Blond flies in number 10 or 12 to be excellent choices, but then we haven't found too many lures that fail here. You can take grayling right near camp but for the best possible grayling fishing you should consider a side trip.



Charley Brown  
Albuquerque, New Mexico



George Carlson  
St. Louis, Missouri



Ruby Martin  
Stanton, California



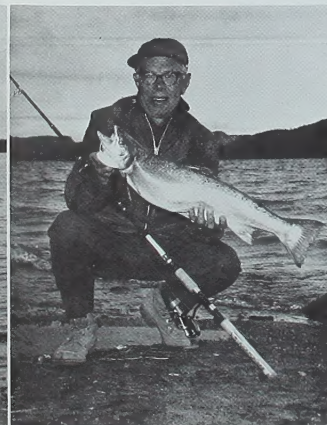
Steven Sund  
Farmington, Michigan



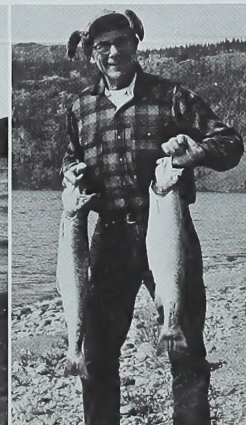
J. Leo Wood  
Dallas, Texas



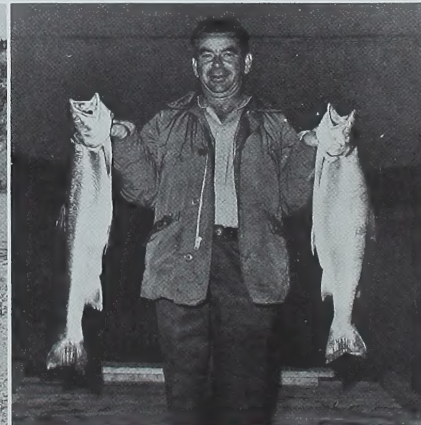
C. E. Deltage  
Edmonton, Alberta



John Kruse  
Lakewood, Ohio



Alex Borel  
Murrieta, California



Stanley Tabaka  
Clifton, New Jersey



Mrs. M. Burnett  
Manchester, New Hampshire



Ralph Elcherno  
Kalamazoo, Michigan



Ron Diduck  
Edmonton, Alberta



Ronald Blackwell  
St. Joseph, Missouri



# Branson's Lodge

Where the largest Trout ever caught on Great Bear Lake, weighing 62 lbs. 4 oz. was taken within one mile of the lodge.

## NEWS RELEASE

Our last season was another banner year for us in terms of number of guests, fish taken and records established. As we are continually searching for better fishing locations we predict 1970 will be even greater.

Fly fishing is becoming increasingly popular for all species and fishermen are discovering the thrill of landing the battling beauties on fly equipment.

## ARCTIC CHAR

For next year we will have three of the finest Arctic Char locations yet discovered in the North, including the Mackenzie where the world record Char weighing 29 lbs. 11 oz. was taken; also Gurling and Bloody Falls, where many excellent Trophy Char were taken by our guests during the past season. Our locations have Char so plentiful the Canadian Government allows us to take five Char per day per fisherman, and the possession limit is ten Char per man. This in contrast to some areas where Char is not so plentiful and the limit has been reduced to two Char per day per man. Many of our guests, such as Charlie Brown of KGGM TV and Radio, Albuquerque, New Mexico limited out in a few hours' fishing time for the elusive Char; and Dick Bumstead of Ontario, California and his group of fellow Californians who were successful using flies for the many Trophy Char taken by them.

Char caught at Branson's this year ranged from 8 lbs., to 26 lbs., 8 oz. with many in the 16 and 18 lb. class.

## ARCTIC GRAYLING

Our Outposts for Arctic Grayling include the Katseydie River where the world record Grayling was taken, weighing 5 lbs., 15 oz.

## LAKE TROUT

Next season we will feature Makintosh Bay, Ekka Island and Ikanyo Island for sidetrips for Trophy Trout.

Overnight trips to our Outpost Camps can be arranged, if desired. No one yet has been able to exceed the records Branson's have established at their fishing locations.

The reputation of Great Bear Lake for Trophy Trout and Arctic Grayling has created a great demand, and we are sorry we could not accommodate everyone who wanted to come to our Lodge last season. As reservations for 1970 are running ahead of those for preceding years, we suggest you book early so you won't be disappointed. For your "Fishing Trip of a Lifetime" write or phone for information and reservations.

## BRANSON'S ON TV

Each year Branson's is the location for television and other commercial films, and last year we were chosen to produce several feature length films, among them one by George Carson of Saint Louis, Missouri; one by Del Delmage of C.B.C.; and another by Ned Payne for American Outdoors.

Write or phone for one of our 16mm color, sound films for 27 minutes of excellent viewing for clubs or groups of sportsmen.

## NEW RATE FOR 1970

Due to increasing cost of operation and in order to keep our standards up to those that Branson's are recognized for throughout the world, we find it necessary to raise our rate to \$825 U. S. funds per person per week.

We want to take this opportunity to wish you a wonderful fishing year, whether you fish at Branson's or any other place.

John and Jeanne Branson



JEANNE BRANSON

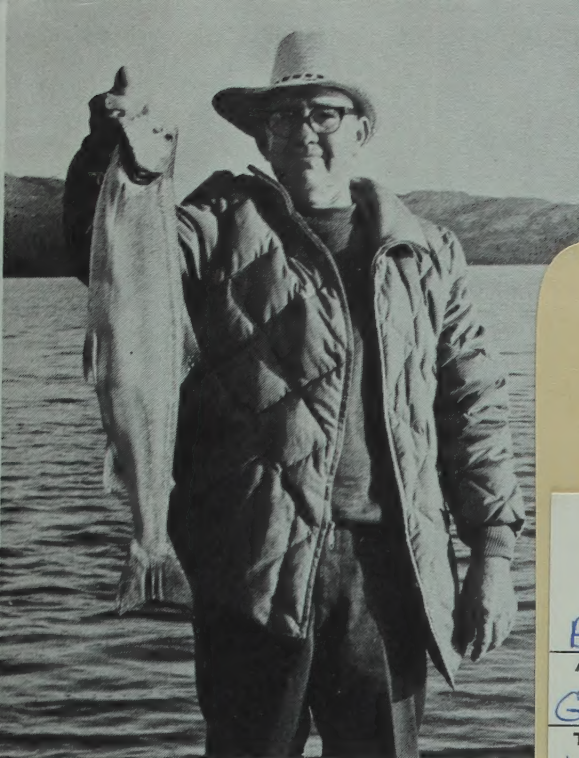
Branson's Lodge

For Information and  
Color Brochure  
WRITE or PHONE

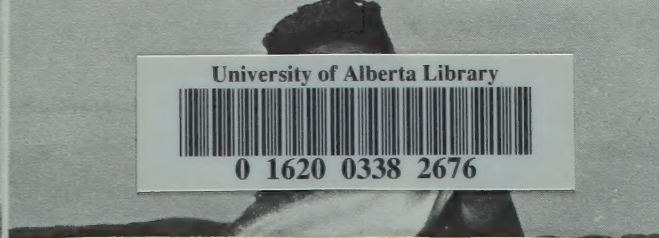
Area Code 602 • 669-8543

R. R. 1, Box 710 • Parker, Arizona 85344





Prentice Martin  
Stanton, California



Date Due


~~4488~~

Pam 799.1

Bransson's Lodge on Canada's

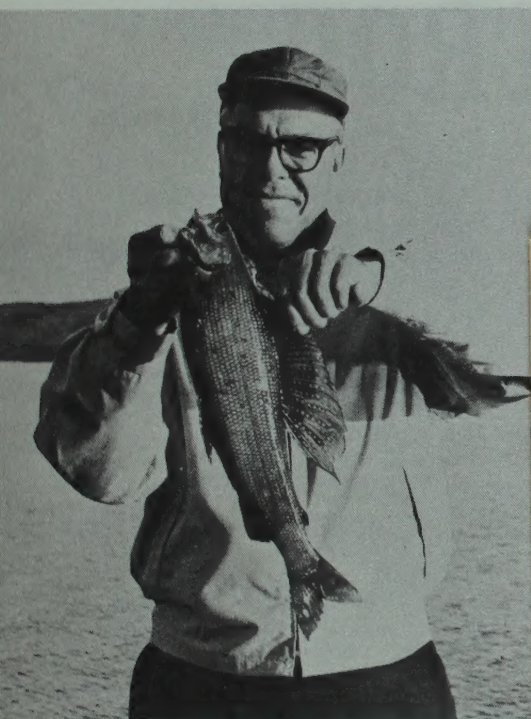
AUTHOR

Great Bear Lake produced

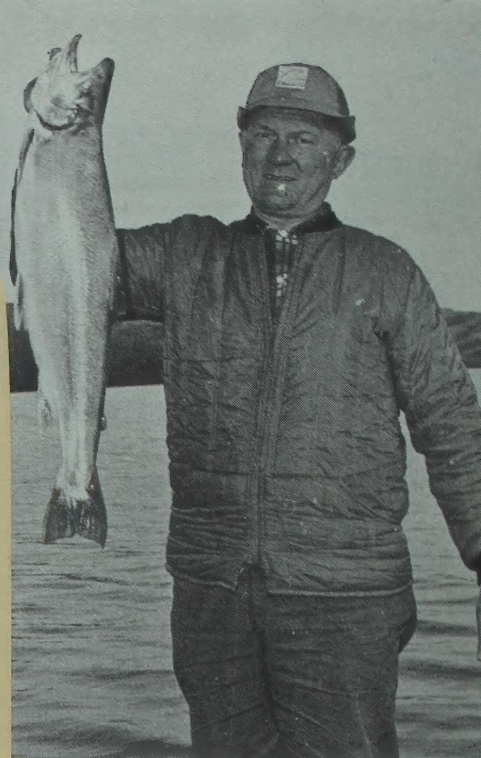
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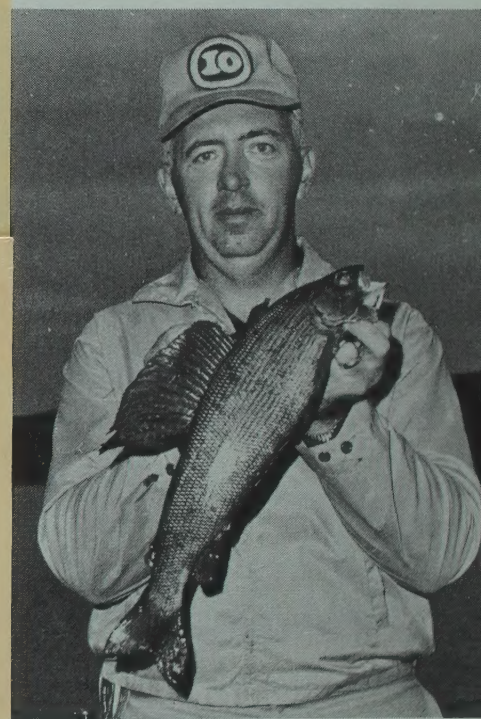
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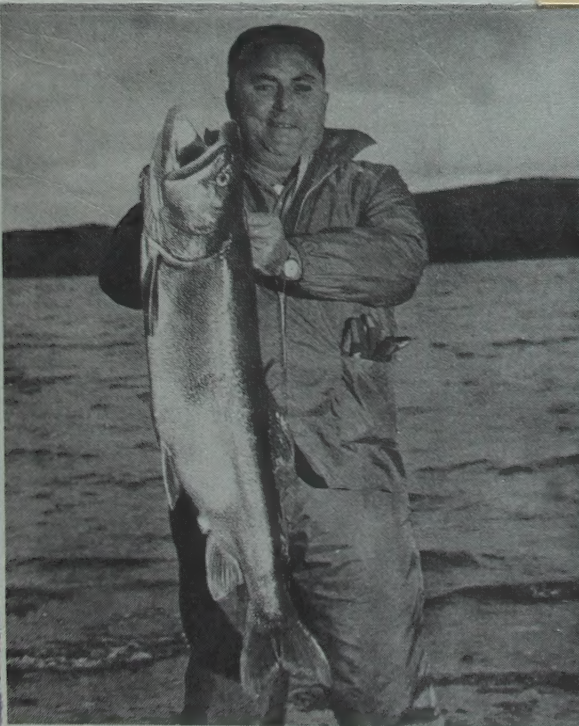
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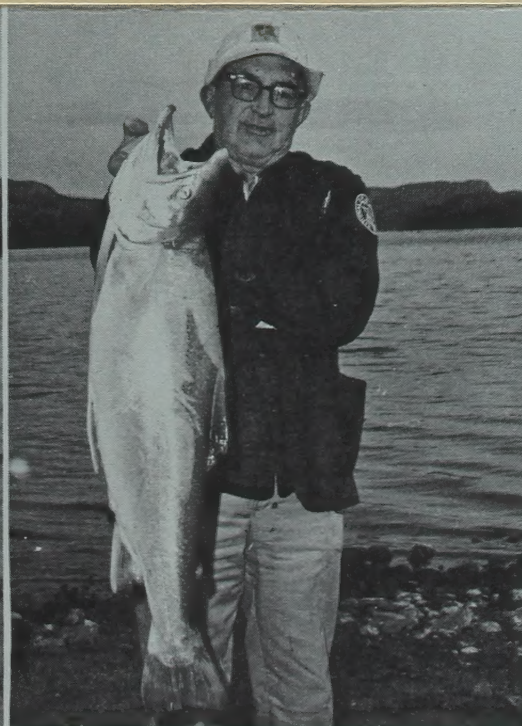
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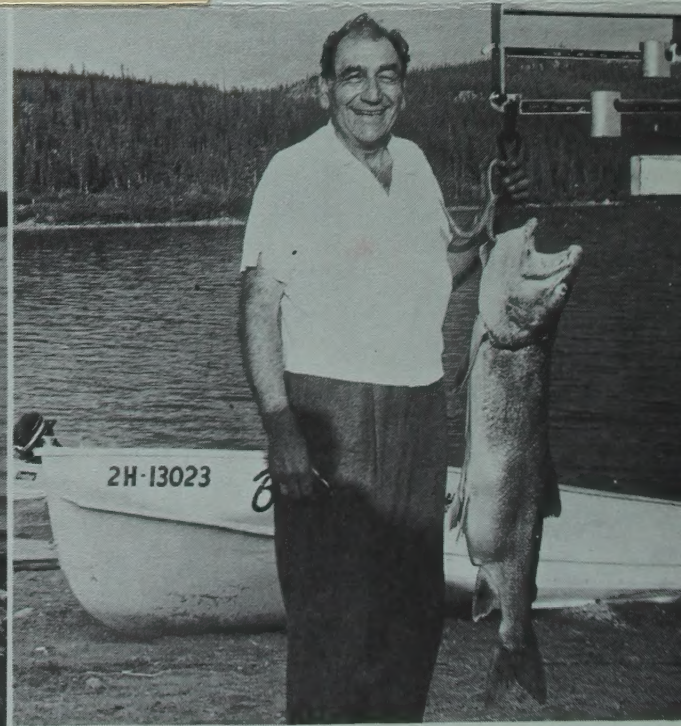
Bransson's Lodge on Canada's  
Great Bear Lake produced  
trophy trout, Arctic char  
grayling in 1969.



Emmet Ries  
La Mesa, California



Martin Johnson  
Kingman, Arizona



Joe Mirabella  
Wheaton, Illinois